

Operation Super Hero  
Saving IT Costs one day at a  
time

# Theme & Characters

- **Theme:** Become an IT hero today by saving IT Costs while having greater visibility to your mobile endpoints
- **Focus:** Maas360; V, C and M, IT Cost Savings
- **Characters:** 6 superheroes and 6 villains
- **Location:** The Land of the Mobile Blindspot
- **Comic book storyline:** IT managers stuck in The Land of the Mobile Blindspot need to avoid IT doomsday and get out of the mobile blindspot

# Rules of Engagement Plan

- Send Comic Strip email teaser # 1 ( 2 weeks before launch)
- Send Comic Strip email teaser #2 ( 1 week before launch)
- Create Superhero themed Microsite to launch Maas360 8.2 ( Must be ready by 9/9/09)
- Focus on Maas360 and not 8.2. Focus on Cost savings
- Promote microsite through social media like Facebook, twitter as well as Fiberlink website
- Encourage visitors to go to the microsite to build their own superhero team – create engagement

# Comic Strip Email #1

- Highlights of one page comic strip
- Subject line: What kind of IT hero are you?
  - Look, there's a war waging
  - Highlights the frazzled IT Manager (s)
  - Introduce the villains – they represent what it is like to be wasteful, inefficient and expensive
  - IT Doomsday
  - Promote the idea that while you can solve some IT problems you cant do it all on your own. The IT manager does need help
  - Promote the notion that while its tough trying to manage costs, protect company assets and convince your boss that its all worth it...**Maas360 can and will save the day!**
  - End with IT Manager picking up the phone to call Fiberlink
  - Teaser to stay tuned...

# Comic Strip Email #2

- Highlights of final teaser one page comic strip
- Subject line: Find out what kind of hero you are today.
  - Introduce the Maas360 signal
  - Introduce the superheroes
  - Face off between superheroes and villains
  - One major good character who is the leader of the team
  - The leader of the superheroes represents Maas360 – V,C,M
  - The major bad guy represents waste, inefficiency, spending too much \$\$ on IT
  - This email leads to IT Superhero micro site – who is going to win the battle ? Click here to build your superhero team that must fight against the IT issues you face
  - Don't forget to pass this on to other managers who need a team. Lets form a community of super heroes working against the villains who waste productivity and money

# Superheroes Microsite – Pick your villain

- **Background Image:** Face off between super heroes and villains
- **Text:** Which villains are holding you back and keeping you in the Mobile Blindspot?
- Each villain depicts an issue that IT managers face today
- **Reader:** Picks villains based on the current issues they are facing
- Villains are visual depictions of the issues that IT managers face i.e image of character stealing data
- Upon picking their villains Fiberlink provides a recommended superhero team

# Superheroes Microsite – Recommended Team Based on Villians picked

- **Background image:** Comic strip in the background showing the Land of the Mobile Blindspot after it has been saved by the Maas360 Superheroes
- **Main image:** Collection of all the superheroes
- **Text:** These superheroes will work together to get you out of the mobile blindspot
- Recommended team is shown as a group for the visitor.
- This site gives more details on each superhero
- Gives the visitor the chance to:
  - Download WP
  - Call ASR
  - Register to be notified about Free downloadable Trial
  - Link to Build their own superhero team – another opportunity to engage with our leads

# Superheroes Microsite

## Create your Super hero team

- **Image:** Comic strip in the background showing the Land of the Mobile Blindspot after it has been saved by the Maas360 Superheroes
- **Text:** Create your own superhero team to fight against: cost inefficiencies, operational issues, lack of visibility
- **What is provided:** Different images, masks, personalities, etc to pick the team that will help them save on costs and other issues
- **Information we will capture:**
  - Superhero Name (fictitious)/FLK provides options
  - Company they are saving
  - # of laptops you are trying to defend
  - Click Submit